

Connell II, Jim

From: ahoff@local12.com
Sent: Tuesday, October 30, 2012 3:28 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 44902

Station: WKRC-TV

Order Information:
Order #: 44902
Order Total: \$96,900.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09776216
Estimate #: 1000
Flight Dates: 10/30/12 - 11/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44902-9-1):
Rate: \$5,000.00
Air Date: Fri 11/02/12
Eligible Days: -----F-----
Inventory Code: Fri Reg 3
Inventory Description: Fri Reg 3
Inventory Code Time: 10:00 PM-11:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

2x Sat 12-3:30P
on 11/3 (UC w. 5-12:00P)
⑥ \$2500 each
(P3)

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, October 31, 2012 12:54 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 44902

Station: WKRC-TV

Order Information:

Order #: 44902
Order Total: \$97,800.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09776216
Estimate #: 1000
Flight Dates: 10/30/12 - 11/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44902-1-3):
Rate: \$500.00
Air Date: Fri 11/02/12
Eligible Days: -TWThF----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

X ~~FA~~ 9-10A
11/2 WKRC
(p2)

Crossroads GRP 44902 9776216

1x na 11/2 3-4p @ \$ 500.00 mg Friday 11/2 9-10a ncir DR

1x na 11/2 10-11p 1x @ \$ 5,000.00 mg Saturday 11/3 12-330p 2x @ \$2,500.00 each uc vs
syracude

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

Williams, Lynda

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]
Sent: Wednesday, October 31, 2012 3:20 PM
To: Williams, Lynda
Subject: RE: Crossroads GRP mg
this was approved

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Williams, Lynda [mailto:lwilliams@local12.com]
Sent: Wednesday, October 31, 2012 3:07 PM
To: Bradley, Alexandra
Subject: RE: Crossroads GRP mg

It is your line 9 fri 10-11p 11/2

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

From: Bradley, Alexandra [mailto:Alexandra.Bradley@msmtvsales.com]
Sent: Wednesday, October 31, 2012 3:01 PM
To: Williams, Lynda
Subject: RE: Crossroads GRP mg

Did you mean the Good Wife on Sun 11/4 is NA at \$5000?

10/31/2012

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Williams, Lynda [<mailto:lwilliams@local12.com>]
Sent: Wednesday, October 31, 2012 2:48 PM
To: Bradley, Alexandra
Cc: Connell II, Jim
Subject: Crossroads GRP mg

Crossroads GRP 44902 9776216

1x na 11/2 3-4p @ \$ 500.00 mg Friday 11/2 9-10a ncir DR

1x na 11/2 10-11p 1x @ \$ 5,000.00 mg Saturday 11/3 12-330p 2x @ \$2,500.00 each uc vs syracuse

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

10/31/2012

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44902												
Line: 1												
10/30/12	Tuesday	5:58:37 PM	:30	\$500.00	OHSNTV	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH-
10/31/12	Wednesday	5:29:21 PM	:30	\$500.00	OHSNTV	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	2	MWASH-
11/01/12	Thursday	5:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	4	MWASH-
											3	
Line: 2												
10/30/12	Tuesday	4:27:18 PM	:30	\$850.00	OHSNTV	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH-
10/31/12	Wednesday	4:12:56 PM	:30	\$850.00	OHSNTV	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	2	MWASH-
11/01/12	Thursday	4:13:26 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	4	MWASH-
11/02/12	Friday	4:19:41 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	3	MWASH-
											4	
Line: 3												
10/30/12	Tuesday	5:38:46 PM	:30	\$1,100.00	OHSNTV	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	2	MWASH-
10/31/12	Wednesday	5:49:48 PM	:30	\$1,100.00	OHSNTV	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH-
11/01/12	Thursday	5:49:18 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	3	MWASH-
11/02/12	Friday	5:34:21 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	4	MWASH-
											4	
Line: 4												
10/30/12	Tuesday	6:23:27 PM	:30	\$1,200.00	OHSNTV	6p Local 12 News at Six	(6:00 PM-6:30 PM)	CROSSROADS GPS	1000	P-2	2	MWASH-
10/31/12	Wednesday	6:11:53 PM	:30	\$1,200.00	OHSNTV	6p Local 12 News at Six	(6:00 PM-6:30 PM)	CROSSROADS GPS	1000	P-2	1	MWASH-
											2	
Line: 5												
11/01/12	Thursday	7:22:29 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	3	MWASH-
11/02/12	Friday	7:28:04 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	2	MWASH-
11/02/12	Friday	7:03:56 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	4	MWASH-
											3	
Line: 6												
10/30/12	Tuesday	12:31:18 XM	:30	\$650.00	OHSNTV	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	2	MWASH-
10/31/12	Wednesday	12:24:00 XM	:30	\$650.00	OHSNTV	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1	MWASH-
11/01/12	Thursday	12:46:00 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	3	MWASH-
11/02/12	Friday	12:23:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	4	MWASH-
											4	
Line: 7												
10/30/12	Tuesday	12:12:05 PM	:30	\$2,400.00	OHSNTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1	MWASH-
10/31/12	Wednesday	12:18:59 PM	:30	\$2,400.00	OHSNTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	2	MWASH-
11/01/12	Thursday	12:18:27 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	3	MWASH-
11/02/12	Friday	12:05:29 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	5	MWASH-
11/03/12	Saturday	12:33:30 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	4	MWASH-
11/04/12	Sunday	12:11:06 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	6	MWASH-
											6	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44902												
Line: 8												
10/30/12	Tuesday	3:31:00 PM	:30	\$6,500.00	OHSNTV	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 10												
11/03/12	Saturday		:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 11												
11/03/12	Saturday		:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 12												
11/04/12	Sunday	5:58:46 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1000	P-1	1	MWASH
											1	
Line: 13												
11/04/12	Sunday	3:58:56 PM	:30	\$35,000.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 14												
11/04/12	Sunday	3:40:08 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 15												
11/05/12	Monday	3:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 16												
11/05/12	Monday	1:27:51 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 17												
11/05/12	Monday	5:56:51 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 18												
11/05/12	Monday	3:20:32 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
Line: 19												
11/05/12	Monday	7:22:29 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 20												
11/05/12	Monday	11:46:00 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
Line: 21												
11/05/12	Monday	11:18:34 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44902

Line: 21

				\$2,400.00							1	
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Line: 22

10/30/12	Tuesday	7:24:15 PM	:30	\$900.00	OHSNTV	M-F 7p-730p	7p-730p	CROSSROADS GPS	1000	P-3	1 MWASH	
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				\$900.00							1	
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Line: 23

11/02/12	Friday		:30	\$500.00		M-F 9a-10a	9a-10a	CROSSROADS GPS	1000	P-2	1 MWASH	
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				\$500.00							1	
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Line: 24

11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	CROSSROADS GPS	1000	P-3	1 MWASH	
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11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	CROSSROADS GPS	1000	P-3	2 MWASH	
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				\$5,000.00							2	
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				\$96,900.00							43	
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				\$96,900.00							43	
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				\$96,900.00							43	
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				\$96,900.00							43	
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				\$96,900.00							43	
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[Filtered by:] [Sorted by: Station]